



**FY22 Lealman CRA Work Plan Highlights
& FY23 Proposed Work Plan
July 14, 2022**



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Recap of key steps taken to establish the CRA include:

- **Resolution 15-62** found that conditions of blight exist within the Lealman area, declared the need for a **Community Redevelopment Agency (Agency)** and directed the creation of the **Lealman Community Redevelopment Area Advisory Committee**
- **Ordinance 15-29** established the **Pinellas County Board of County Commissioners (BCC)** as the **Agency**;
- **Ordinance 16-35** established the **Lealman Trust Fund**, appropriated **Tax Increment Financing (TIF)** revenues for the Lealman CRA and provides criteria for a mid-term assessment for continued funding;
- **Resolution 16-40** approved **Lealman CRA Plan**, specifying the use of TIF;
- **Resolution 19-10** **delegated certain approval authority to the County Administrator**, or his/her designee, in furtherance of implementing the Plan



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How will the CRA accomplish its goals?

The CRA Plan calls for improving the quality of life for all Lealman residents and supporting a diverse community where people of all ages, ethnicities, and incomes have opportunities to find quality housing, jobs, goods, services, and cultural amenities. The Plan outlines the following objectives to accomplish these goals:

Objective 1 – Economic Development
and Innovation

Objective 2 – Commercial

Objective 3 – Housing

Objective 4 – Infrastructure and
Transportation

Objective 5 – Urban Form

Objective 6 – Healthy Community

Objective 7 – Sustainability

Objective 8 – Branding, Marketing
and Promotion

Objective 9 – Funding, Financing,
and Management

Objective 3 – Housing

The community has a strong desire to increase residential options and see a change in housing stock in the Area. The CRA will explore both public and private options to improve the residential building stock and to provide safe, well-designed, high-quality housing (at both market-rate and workforce price points) throughout the Area. The CRA will also work to support a diverse housing stock that provides livable, quality options for renters and homeowners of all price points. The CRA will support infill housing to encourage reinvestment in existing neighborhoods and to promote homeownership.

Housing Strategies

- Provide housing opportunities for diverse demographic groups.
- Increase the stock of quality housing by offering possible builder incentives such as expedited permitting, reduced infrastructure costs, land assembly, disposition, land cost write-down, stormwater assistance, density bonuses, design assistance, and other similar means. Incentives should encourage high-quality design and construction practices including utilizing green building techniques.
- Utilize a variety of tools and mechanisms such as (though not limited to) Housing and Urban Development (HUD), Habitat for Humanity, loans, and down payment assistance to assist with homeownership.
- Incorporate tools such as (though not limited to) preservation and façade grants, or low-interest loans for live-work units that provide achievable housing for the Area's workforce.
- CRA may pursue both large and small scale housing projects and will support infill housing opportunities, including "model block" initiatives.
- Promote opportunities for vacant, run-down, or non-conforming lots in residential areas to transition into infill housing through lot consolidation or other means.

- Develop supplemental regulatory tools to address existing zoning enforcement issues to deal with reoccurring instances of slum, blight and nuisance properties and occupancy issues. Work with County Code Enforcement officials to enforce occupancy regulations to deter owner neglect of maintenance responsibilities for rental housing units.
- Assess the County's Land Development Code and development review process to determine if regulatory or procedural changes would help facilitate infill and affordable housing goals, and coordinate with the County as needed to facilitate both redevelopment and proper growth management regulations.
- Strengthen existing single family neighborhoods within the community.

Cottage Square, Ocean Springs, MS





FY22 Work Plan Highlights: Residential Site Improvements



- Six applications approved for funding (\$56,700)
- Eight additional applications in process (\$80,000)
- Seven additional applications anticipated (\$70,000)





FY22 Work Plan Highlights: Commercial Site Improvements



- Two applicants approved for funding (\$66,196.05)
- Four additional applications anticipated (funding TBD)



FY22 Work Plan Highlights: Home Investment and Home Rehabilitation Programs



Habitat for Humanity home dedication in Lealman Heights



FY22 Work Plan Highlights: Alleyway Improvement Program





FY22 Work Plan Highlights: Mural Program



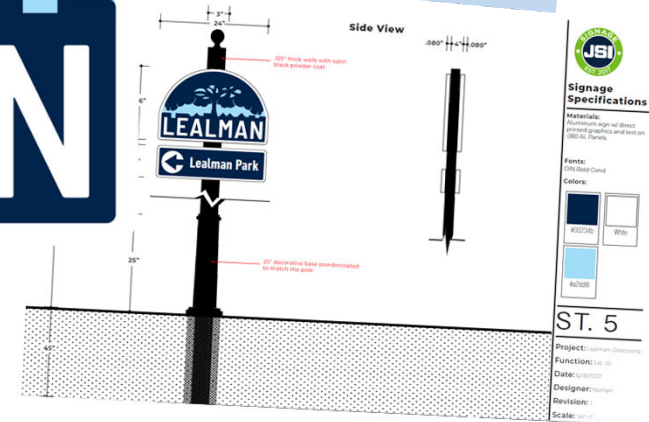
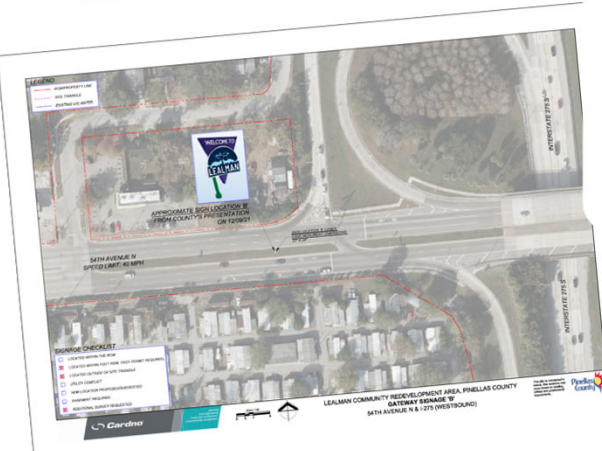


FY22 Work Plan Highlights: Mural Program





FY22 Work Plan Highlights: Gateway & Wayfinding Signage



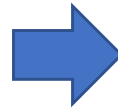
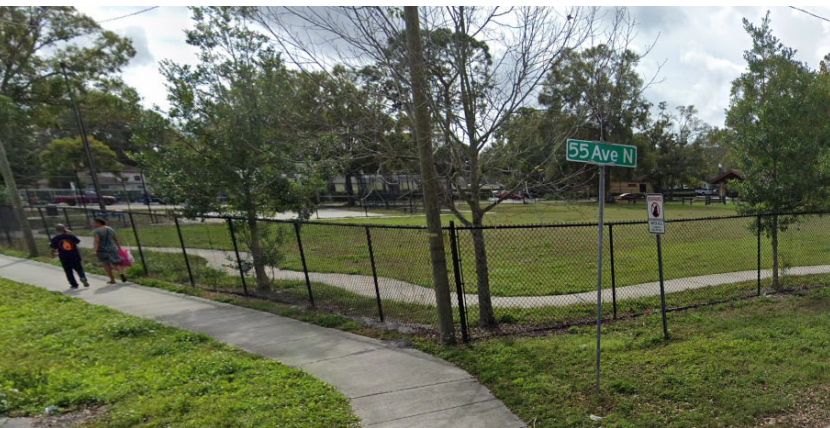
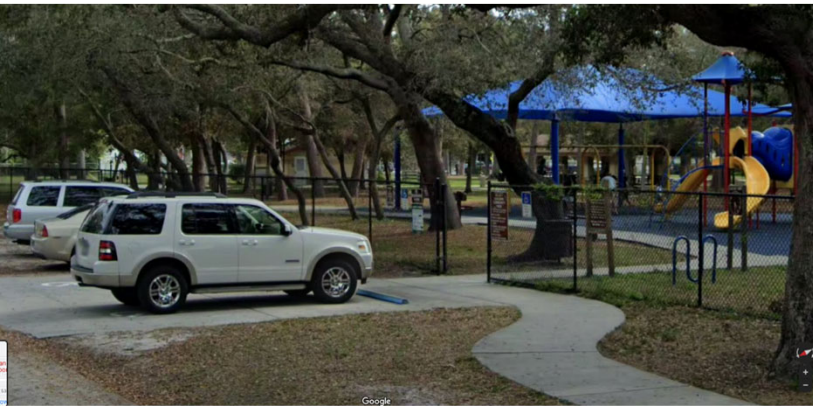


FY22 Work Plan Highlights: Neri Park Improvements





FY22 Work Plan Highlights: Lealman Park Improvements





FY22 Work Plan Highlights: Lealman Exchange Strategic Plan Implementation



- **Collective Impact Development:**
 - Lealman Community Partner Outreach
 - 45 organizations have expressed interest in participating
- **Expansion of Pinellas Public Library Cooperative (PPLC) Partnership**
- **County Hurricane Expo and CareerSource Job Fair**
- **Community partners identified for kitchen build out and programming**
- **August 1 Facility Management Transition Complete**



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Proposed FY23 CRA Work Plan



- \$2,245,000 in projects and programs proposed.
- FY23 focus is fully implementing programs created to date
- Capital project support will come from the Capital Improvement Plan (CIP) and American Rescue Plan Act (ARPA)
- New program proposed: Promotional/Special Events (PSE)



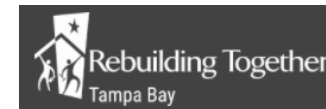
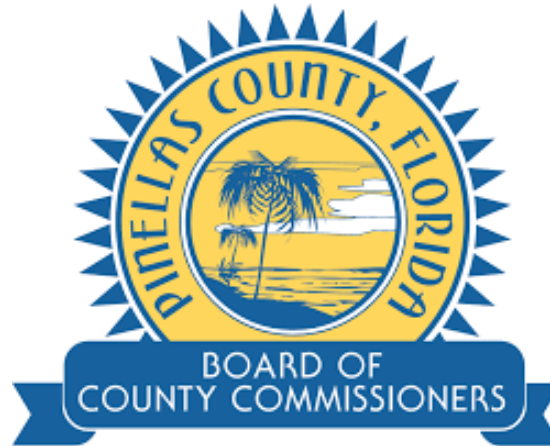
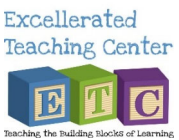
Proposed FY23 Lealman CRA FY22 Work Plan



#	Estimated Completion	Project / Program Name	Status	Percent Complete	Funding Entity	FY22 Funds Approved	FY23 Funds Proposed	Project Description	Primary Lealman CRA Plan Objective Addressed	Secondary Lealman CRA Plan Objective Addressed
1	ONGOING	Lealman CRA Alley Program	In Progress	ONGOING	CRA	\$ 150,000	\$ 150,000	Program has started. Both vendors (alley clearing and regular maintenance) have begun work.	Objective 5 – Urban Form	Objective 4 – Infrastructure and Transportation
2	ONGOING	CRA Residential Site Improvement Program	In Progress	ONGOING	CRA	\$ 300,000	\$ 300,000	\$10,000 grant program for residential façade and site improvements visible from the street available to residents earning 120% AMI or less. Six FY22 applications have been approved, executed contracts and been issued Notices to Proceed.	Objective 3 – Housing	Objective 5 – Urban Form
3	ONGOING	CRA Commercial Site Improvement Program	In Progress	ONGOING	CRA	\$ 240,000	\$ 240,000	Up to \$40,000 is available via a matching grant program for interior exterior commercial building and site improvements. Two FY22 applications have been approved, contracts executed and Notices to Proceed issued.	Objective 2 – Commercial	Objective 9 – Funding, Financing, and Management
4	ONGOING	Home Investment Program (HIP)	In Progress	ONGOING	CRA	\$ 350,000	\$ 500,000	The HIP supports construction of new affordable single-family homes. Habitat for Humanity selected through a Letter of Interest procurement process. Contract approval is on the 6/21 Community Redevelopment Agency agenda.	Objective 3 – Housing	Objective 9 – Funding, Financing, and Management
5	ONGOING	Home Rehabilitation Program (HRP)	In Progress	ONGOING	CRA	\$ 350,000	\$ 500,000	The HRP will provide funding for new roofs, windows and doors for residential single family homes with low-income owners. Rebuilding Together Tampa Bay selected through a Letter of Interest procurement process. Contract approval is on the 6/21 Community Redevelopment Agency agenda.	Objective 3 – Housing	Objective 9 – Funding, Financing, and Management
6	ONGOING	Lealman CRA Sidewalk Program	In Progress	ONGOING	CRA	\$ 100,000	\$ 200,000	Program to implement fill sidewalk gaps in strategic locations. First location is a sidewalk connection on 40th St. N. from 46th Ave. N. to Nerli Park entrance at intersection of Lown St. and 40th St. Design is at the 90% stage, with construction anticipated for August 2022.	Objective 4 – Infrastructure and Transportation	Objective 6 – Healthy Community
7	ONGOING	Lealman CRA Mural Program	In Progress	ONGOING	CRA	\$ 50,000	\$ 50,000	Partnership with Creative Pinellas to implement CRA mural program. Four murals were completed with FY21 funding. Site selection for FY22 funding has begun and staff is seeking interested commercial applicants.	Objective 5 – Urban Form	Objective 1 – Economic Development and Innovation
8	ONGOING	Promotional/Special Events (PSE) Grant Program	Planned	ONGOING	CRA	\$ -	\$ 20,000	Purpose of the grant program is to help fund special events and/or promotional activities within the CRA that promote the goals and objectives of the Lealman CRA Plan.	Objective 8 – Branding, Marketing and Promotion	Objective 1 – Economic Development and Innovation
9	ONGOING	Lealman Exchange Strategic Plan Implementation	In Progress	ONGOING	CRA	\$ 250,000	\$ 200,000	St. Petersburg Foundation selected through a procurement process to manage the facility and provide programming focused on economic empowerment, educational advancement, health and wellness, character and leadership and community connectivity.	Objective 7 – Sustainability	Objective 9 – Funding, Financing, and Management
10	ONGOING	Transit Stop Improvements	In Progress	ONGOING	CRA	\$ 60,000	\$ 60,000	First bus shelter complete. No additional stops in the CRA qualify for the PSTA matching grant funds due to limited ridership. Additional stops under consideration that would forgo the PSTA funds.	Objective 4 – Infrastructure and Transportation	Objective 7 – Sustainability



Thank you to our Partners!





Questions?